

Message Text

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44

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
----- 034614

R 091250Z JAN 76
FM AMEMBASSY OSLO
TO SECSTATE WASHDC 954
USDOC WASHDC
AMEMBASSY COPENHAGEN
AMEMBASSY STOCKHOLM

UNCLAS OSLO 0133

E.O. 11652: N/A
TAGS: BEXP, NO
SUBJECT: FY 76 COUNTRY COMMERCIAL PROGRAM: SECOND QUARTER
PROGRESS REPORT

REF: A(A) OSLO 4676, (B) 5339

ONLY SIGNIFICANT VARIATIONS TO ADD TO FIRST QUARTER REPORT
(REF (A)) ARE:

1. CAMPAIGN 3: GRAPHIC ARTS EQUIPMENT: WE AUGMENTED THIS
PROGRAM BY DISTRIBUTING MATERIAL FROM LONDON TRADE CENTER
PROMOTING ITS NOVEMBER SHOW: EFFORT NETTED TWO VISITORS,
ONE OF WHOM DONCLUDED AGENCY AGREEMENT.

2. CAMPAIGN 4: CONSUMER GOODS: (A) CHICAGO HOUSEWARES SHOWS
FOREIGN BUYER GROUP INCLUDE DANISH AND SWEDISH MEMBERS AFTER
JOINT EFFORT WITH AMEMBASSIES COPENHAGEN AND STOCKHOLM.
(B) THREE MAN CONTINGENT FROM FBG TO HOUSEWARES SHOWS IS
CONTINUING TO DALLAS MARKET CENTER WITH EMBASSY FSL OLAV
CAMPBELL TO ATTEND HOME FURNISHINGS SHOW AND TO VISIT
PERMANENT EXHIBITION AT MARKET CENTER. (C) ALTHOUGH
WE NOW HAVE BACKGROUND INFORMATION ON IN-STORE
PROMOTION PROGRAM FROM AMEMBASSY STOCKHOLM, WE WOULD
STILL APPRECIATE DEFINITIVE STATEMENT FROM USDOC
REPLYING TO REF (B) AND COMMENTING ON POSSIBILITY OF
STORE PROMOTION THIS CALENDAR YEAR IN CONNECTION WITH
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BICENTENNIAL OBSERVATIONS. CAN WCAG SPUR RESPONSE

TO REF (B)?

3. CAMPAIGN 6: ELECTRONIC COMPONENTS ETC: PROMOTION
OF FOREIGN BUYER GROUP FOR ELECTRO/76 COMMENCED WITH
ENCOURAGING SHOW OF INTEREST, BUT FOR FOLLOW-UP AND
ANSWERING INQUIRIES WE URGENTLY NEED PROMOTIONAL
MATERIAL ON EXHIBITION AND ON BOSTON TOURIST ATTRACTIONS.
TRUST MATERIAL NOW UNDERWAY AS RESULT OUR TELCON
JANUARY 8 WITH DONALD T. JONES, USDOC PROJECT OFFICER
FOR ELECTRO"76.
BYRNE

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 09 JAN 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976OSLO00133
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760008-0960
From: OSLO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760171/aaaachhj.tel
Line Count: 72
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: castelsl
Review Comment: n/a
Review Content Flags:
Review Date: 30 JUL 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <30 JUL 2004 by barnescd>; APPROVED <18 AUG 2004 by castelsl>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: FY 76 COUNTRY COMMERCIAL PROGRAM: SECOND QUARTER PROGRESS REPORT
TAGS: BEXP, NO
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006